



**BUSINESS ECONOMIC PROFILE  
FOR  
SUNNYVALE  
SANTA CLARA COUNTY, CALIFORNIA**

**JULY 2004**

Sunnyvale's history is based on its economy. When Martin Murphy, Sr. arrived in Sunnyvale in 1845, its vast open space and fertile soil were seen as assets to farming, particularly fruit orchards. With the arrival of the railroad in 1864, the industrial base of the community was able to expand. Canneries to process the fruit from surrounding orchards were built near the rail lines. In 1906, Hendy Iron Works relocated from San Francisco to Sunnyvale, thus diversifying the industrial base.

Sunnyvale was incorporated as a city in 1912, with a population of approximately 1,800. By 1940, the population had grown to about 4,400. During World War II, Sunnyvale supplied food and equipment to the troops; the Hendy Iron Works was taken over by Westinghouse to support the war effort. After the war, defense-related industries arrived, capitalizing on the pleasant climate and the Naval Air Station. Lockheed became the city's largest employer. By 1950 the population had grown to 9,900. The 1950s and 1960s were the biggest periods of growth for the community, resulting in a 1960 population of 52,900 and a 1970 population of 96,000.

The defense era gave way to the high-tech era when the microprocessor was introduced in 1971. The population in 1980 and 1990 was 106,700 and 117,200, respectively. The next and most recent era was related to the internet, with technology companies in Sunnyvale undertaking research and development for this newest industry. The world is now primed for the next great wave of innovation—nanotechnology---and Silicon Valley is well positioned to lead the world in the realms of research and commercialization of this enabling technology.

## **COMMUNITY**

The story has it that Sunnyvale got its name from a local builder looking out over yet another sunny day, shading his eyes, and saying, "Let's call it Sunnyvale." Sunnyvale boasts a very mild climate, with temperatures varying from an average of 53 degrees in January to an average of 70 degrees in July. The rainfall of the winter months usually amounts to around 15 inches. This gorgeous climate naturally leads to an ideal environment for many outdoor activities such as golf and tennis. Nearby are beautiful beaches, spectacular state and national parks, as well as San Francisco and San Jose. Sunnyvale is home to two golf courses, 18 neighborhood parks and 123 tennis courses, 68 of which are at our very own world class Municipal Center. Sunnyvale has a solid economic base, and the business revenue generated each year gives us a superb quality of life. The mean household income for a Sunnyvale resident is \$82,000. Poverty

levels in Sunnyvale have remained consistently lower than those of Santa Clara County or the state. The City offers affordable housing programs and first-time homebuyer programs. Please contact our Housing Division at [housing@ci.sunnyvale.ca.us](mailto:housing@ci.sunnyvale.ca.us) or 408-730-7250 if you would like information on different housing programs.

<b>HOUSING CHARACTERISTICS</b>	
Average Household Size	2.49
Average Housing Price	\$525,000
Average Rental Price (two bedrooms)	\$1,346

<b>ECONOMIC BASE</b>	
Revenue Growth	24 billion
Total City Revenue (in millions)	218.3
Issuer Credit Rating	AA+
Sales Tax Collected (in thousands)	\$24,029

## BUSINESS & ECONOMICS

Sunnyvale, with its Silicon Valley location, has a solid high-tech presence. Transitioning from agricultural to defense to the current high tech economy, Sunnyvale has remained on the cutting edge of Silicon Valley's innovation. The top industries in the City include information (23.5 percent), retail trade (11 percent), and construction (11 percent). The City is home to growing clusters emerging technology companies in high-tech and biotechnology.

<b>BUSINESS</b>	
Total Number of Businesses	8,661
Employment Generated by Sunnyvale Businesses	70,050
Total Number of Jobs in the City	118,816
Business Tax – Minimum*	\$10.00
Business Tax – Maximum*	\$300.00

\* All business licenses are subject to a \$27.00 processing fee.

<b>EMPLOYMENT BY INDUSTRY</b>	<b>PERCENTAGE</b>	<b>EMPLOYMENT BY INDUSTRY</b>	<b>PERCENTAGE</b>
Information Services	23.5	Services	.08
Retail Trade	11	Recreation/Hospitality	.05
Wholesale Trade	.03	Public Administration	.005
Manufacturing	.09	Misc/Undefined	29
Construction	11		

<b>LABOR MARKET</b>		
	<b>Sunnyvale</b>	<b>Santa Clara County</b>
<b>Labor Force</b>		
April 2004	73,830	867,300
2003 Average	75,940	895,100
2002 Average	80,020	943,600
<b>Employment</b>		
April 2004	69,920	812,500
2003 Average	70,610	821,600
2002 Average	74,230	863,800
<b>Unemployment</b>		
April 2004	3,910	54,700
2003 Average	5,330	73,500
2002 Average	5,790	79,800
<b>Unemployment Rate</b>		
April 2004	5.3%	6.3%
2003 Average	7.0%	8.2%
2002 Average	7.2%	8.5%

<b>RENTAL LOCATIONS/ TYPES</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE RENTAL RATES</b>	<b>VACANCY RATE</b>
R&D	\$0.45	\$2.25	\$0.86	21.90%
Industrial	\$0.45	\$0.60	\$0.53	10.90%
Warehouse	\$0.40	\$0.45	\$0.43	17.26%
Office	\$1.35	\$2.25	\$1.72	24.50%

Rental rates and vacancy information updated June 2004. Information collected by Colliers International – [www.colliersparrish.com](http://www.colliersparrish.com). Please contact Economic Development at [econdev@ci.sunnyvale.ca.us](mailto:econdev@ci.sunnyvale.ca.us) or (408) 730-7607 for updated information.

## PEOPLE

Sunnyvale is a diverse community, with a highly educated population. The population in Sunnyvale is 131,760 and 1,653,545 in Santa Clara County. Leading research facilities and national labs in and near the city attract residents from around the world. These prestigious institutions include Stanford University, UC Berkeley, NASA Ames Research Center, Onizuka Air Force Base & Satellite tracking facility, Santa Clara University, and San Jose State University.

<b>HOUSEHOLD</b>	
Population	131,760
Single Parent Household (Female)	8.2%

<b>RACE &amp; ETHNICITY</b>		
	<b>Sunnyvale</b>	<b>Santa Clara County</b>
<b>Race</b>		
White	70,193 (53%)	940,170 (57%)
Black/African American	2,927 (2%)	36,256 (2%)
American Indian/Alaska Native	608 (0.5%)	8,630 (0.5)
Asian	42,524 (32%)	465,980 (28%)
Native Hawaiian/Other Pacific Islander	428 (0.3%)	4,336 (0.3%)
Other Race	9,474 (7%)	144,198 (9%)
Two or more races	5,606 (4%)	53,975 (3%)
<b>Ethnicity</b>		
Hispanic/Latino (of any race)	20,390 (15%)	407,853 (25%)
Not Hispanic/Latino	111,370 (85%)	1,245,692 (75%)

- Percentages may not equal 100 percent due to rounding

<b>SOCIAL CHARACTERISTICS</b>		
	<b>Sunnyvale</b>	<b>Santa Clara County</b>
Foreign Born Population	51,990	598,683
Naturalized Citizen	17,067	278,530
Not a Citizen	34,923	320,153

<b>LANGUAGE SPOKEN IN HOUSEHOLD</b>	
No. of Households	52,610
English	28,946
Spanish	4,863
Other Indo-European language	6,359
Asian/Pacific Islander language	11,618
Other language	824

<b>EDUCATIONAL ATTAINMENT (FOR POPULATION 25 YEARS AND OLDER)</b>		
	<b>Sunnyvale</b>	<b>Santa Clara County</b>
Population 25 years and older	95,278	1,107,401
No Schooling	1,227	N/A
Less than High School Diploma	8,862	167,614
High School Graduate	12,745	179,703
Some College	16,893	202,328
Associate Degree	7,172	82,668
Bachelor Degree	27,469	280,142
Graduate or Professional Degree	20,910	194,926
% High School Graduate or higher	89.4%	84.9%
% Bachelor Degree or higher	50.7%	42.9%
% Graduate/Professional Degree	21.9%	17.6%

<b>DISABLED POPULATION</b>		
	<b>Sunnyvale</b>	<b>Santa Clara County</b>
Total Population 21 – 64 years	87,740	1,020,373
With a disability (of total population)	11,090	107,166
% Employed (of disabled)	66.2%	49.3%

Prepared by the  
**CITY OF SUNNYVALE**  
[www.sunnyvale.ca.gov](http://www.sunnyvale.ca.gov)

The information contained in this profile was obtained from a variety of sources including the 2000 Census, the 2002 American Community Survey, the California Employment Development Department, and the City of Sunnyvale. For more detailed information about sources, please contact:

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